DOCUMENT RESUME

ED 174 296 JC 790 476

AUTHOR French, Helene; Bryan, Jean
TITLE Annual Report--Community Relations.
INSTITUTION Rio Hondo Coll., Whittier, Calif.
PUB DATE 24 Jan 78
NOTE 41p.

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS College Bound Students; Community Attitudes; Community Colleges; Community Support; High School Students; *Information Dissemination; *Junior Colleges; Mass Media; Program Evaluation; *Publicize; *Public Relations; *School Community Relationship; School Surveys; *Student Recruitment

ABSTRACT

Rio Hondo College's community relations report provides a review and evaluation of activities for 1977-78, and compares them with activities in the prior two years. These activities have been aimed at keeping the community, the college staff, and students informed and supportive of college programs, classes, and activities and aware of administrative and budget decisions. In the report, the number of news stories submitted and printed over the three-year period are shown by newspaper and year, and a list of the newspapers and their circulations are given. The news release mailing list includes local television and radio stations, community colleges, high school counselors, and chambers of commerce, as well as newspapers. A list of staff members speaking in the community and the groups to which they spoke, and a list of the groups who toured the campus, with selected comments, are provided. The last section of the report focuses on a survey of the perceptions of high school seniors of the college. An analysis of the survey responses and a comparison with responses in the previous two years led to the recommendation that efforts to educate high school students in the area about the services and programs available at the college should be stepped up. The survey form and the responses are included. (DD)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED174296

ANNUAL REPORT - COMMUNITY RELATIONS

Helene French

Jean Bryan

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Yoshio Nakamura

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

JC 790 476

Rio Hondo College

Presented to the Board of Trustees, January 24, 1978

ANNUAL REPORT - COMMUNITY RELATIONS

TABLE OF CONTENTS

Item	
Introduction	2
Recap of Activities General Special Publications Special Activities	3
Review and Implications	4-5
Table I News stories submitted and printed, six major papers serving Rio Hondo District, 3-year comparison	6
Table II Photo and News Release Totals	7
Table III News stories and photos published in major papers with circulation figures	8-10
Table IV News Stories and Photos Published	11-13
Figure I - News Stories Printed	14
Figure II - Photos Printed	15
Table V Recap of News Release List	16
Table VI Regular News Release List	17-22
Table VII Staff Speaking Engagements	23
Table VIII Community Groups Touring Rio Hondo Campus	24
Eighth Grade Comments	25
Report on High School Perceptions	26-35
Table I - Results Questionnaire	29
Figure I - % of good, favorable, fair responses to #2,3,7 and 17	33
Figure II- % of good, favorable, fair responses to #9,19, 21A and 21B	34
Additional Comments Question #18	35

COMMUNITY RELATIONS - ANNUAL REPORT
July 1, 1977-June 30, 1978

Introduction

The major goal of this office has been and will continue to be to keep the community , the college staff and students informed and supportive of college programs, classes and activities and aware of administrative and budget decisions. These activities will be in support of the College's mission "To contribute to the improvement of the quality of life and responsible citizenship in the community through the education of its members." Feedback from the various constituencies of the community to the college is encouraged. We also encourage the college staff to join community groups and activities in order to help maintain the community perception of the college as a responsive, effective and respected agency.

The major work of Community Relations is the production of news releases and photos, help in overseeing the production of the three college class schedules annually, production of community newsletters and internal newsletters during the year.

One newspaper for use on high school campuses is produced annually. This office is also responsible for numerous smaller publications, ads and flyers. Special events such as the annual open house are part of the activity. As time permits, surveys are conducted, a Speaker's Bureau and campus tours are arranged. Informal feedback from the community is maintained by staff activity and membership in community groups.

RECAP OF COMMUNITY RELATIONS ACTIVITIES

July 1, 1977-June 30, 1978

Recapping Community Relations Activities and comparing previous years reveals the following:

Activity	1975-76	1976-77	1977-78
General			
News releases produced and submitted to media See Figure I (p.14)	315	394	407
Photos submitted to media See Figure II (p.15)	91	104	86**
Total Media Outlets (p.16)	N/R	N/R	144
Sports releases	282	288	282 (est)
Staff members speaking in community (arranged through Community Relations..p.23)			19
Community Group Tours (p.24)	N/R	N/R	8
Open House Participants	not held	2500*	1300*
Perceptions of High School Students (see attached report p. 26-36)	500	483	316
Special Publications for 1977-78			
Rio Hondo Fact Card	1	1	1
Rio Hondo Reporter (Internal Newsletter)	-	3	4
Community Report (External Newsletter to community leaders)	New publication 77-78		1
Board Room Briefs (Internal to staff)		3	8
Open House Special Flyers	-	N/R	2
Rio Hondo News (high school edition)	1	1	1
Special Activities - Advice and Production Aid to Departments (Partial List for 1977-78 Only) Learning Assistance Flyer Financial Aids Student Manual Alps Flyer			
Special Ads for Class Schedules	69	101	127
Class Schedules (Fall Summer, Spring)	3	3	3

*one day program in 77-78 - three day program in 76-77
**drop is related to reduction of 3/4 time photographer to 1/2 time

REVIEW AND IMPLICATIONS THROUGH JUNE 1978

The Community Relations Office through June 1978 under the direction of Ted Snyder with the help of Jean Bryan had a successful year in the face of increasing budgetary and staff changes.

The number of news releases submitted in 1977-78 increased by 23% over the base year of 1975-76. The number of photos submitted decreased during the same period by 6% due in part to the reduction from 3/4 to 1/2 time for the photographer.

While our clipping service cannot be relied upon for complete accuracy, it does give an indication of relative use of our news releases by major papers serving our area. The number of news releases used by these papers has increased in some cases and decreased in others. A drop in coverage by the Daily News and the East Whittier Review and also the San Gabriel Valley Tribune is noted. The Los Angeles Times, the Highlander and the Daily Southeast News/Daily Signal (formerly Downey Southeast News) increased their use of our releases during the 1977-78 year. In the case of the Los Angeles Times, two different editions use the material. They do not necessarily use the same news items. This results in a higher combined percentage use figure than is the actual case in each edition.

An attempt to maintain news releases and photos at least at the 1975-76 level will be a goal for the coming year. Cutbacks in programming particularly in community services programs and classes will necessarily result in fewer news items relative to those activities. Budget restraints may restrict photos further.

We send news releases to 11 TV stations and 19 radio stations and we know that some of our news items are used by them although an exact count is not possible. We have had calls from radio station personnel and have arranged for several interviews on TV as a result of interest generated by news releases. During the coming year the possibility of stronger contacts with radio and TV will be investigated, time permitting.

Open House participants declined from 1976-77 because that represented three program days while 1977-78 was one program day.

It is anticipated that the 1979 Open House "A Day at Rio" will again be a one-day function. However, with advance planning and cooperation of college staff and high school personnel, it is hoped that an increase in attendance and interest in the college will occur.

If the budgeting decisions permit, five editions of the Rio Hondo Reporter are anticipated and three editions of the Community Report. Continuance of Board Room Briefs is not anticipated.

A number of news items about which annual figures will be maintained have been added to the recap list since last year's report. Comparisons will be possible next year. As time allows an attempt will be made to keep records on such items as faculty members speaking in the community, community group tours, production of special flyers and other special activities.

REVIEW AND IMPLICATIONS....

The report of the high school students' perceptions of the college is attached separately. It shows that a drop in the number of high school students responding in the El Monte and Pico Rivera area was experienced. For the students who did respond, no large differences were noted from previous years' reports. Favorable responses about Rio Hondo continued to be a majority opinion, but a large "don't know" response was also noted on most questions. Comments of a minority of respondents questioned Rio Hondo's academic standing. Rio Hondo was again the first choice for the largest percentage of respondents. Basic reasons for this appeared to be that the College was perceived to be inexpensive, close to home, and provided career exploration opportunities. Implications for the 1979 perceptions survey and the college include:

1. Attempting to include more student responses from the El Monte and Pico Rivera schools.

2. More activities to enhance high school students' awareness of the college.

3. Continuing to stress the idea that Rio Hondo College is inexpensive, close to home and provides an opportunity for career exploration.

4. Improvements in high school students' perceptions of the academic program at Rio Hondo College.

TABLE I

NEWS STORIES SUBMITTED AND PRINTED[1]
SIX MAJOR PAPERS SERVING RIO HONDO DISTRICT

THREE YEAR COMPARISON

	1975-76			1976-77			1977-78		
	Copy Submitted	No.printed Clp.	Serv.%	Copy Submitted	No. printed Clp.	Serv.%	Copy Submitted	No.printed Clp.	Serv.%
Los Angeles Times, Southeast & San Gabriel	315	270	88%	394	379	96%	407	405	99.5%[2]
Daily News	315	430[3]	137%	394	415[3]	105%	407	299	73.5%
East Whittier Review	315	240	76%	394	342	87%	407	237	58%
Highlander	315	215	68%	394	250	63%	407	316	78%
Daily Southeast News/ Daily Signal - formerly Downey Southeast News	315	70	22%	394	178	45%	407	230	56.5%
San Gabriel Valley Daily Tribune	315	75	24%	394	190	48%	407	148	36%

1. Not necessarily all that appeared, but all that were noted by our clipping service.

2. Misleading percentage since two editions use the same releases.

3. The clipping service sends all stories about the college to us except sports. Some additional stories initiated by reporters are submitted. A number of those feature stories are the result of the news releases submitted.

TABLE II

PHOTO AND NEWS RELEASE TOTALS FROM JULY 1977 THROUGH June 1978:

Releases: 407

Photos: 86

****

First half of year:	184 releases	43 photos
Last half of year:	223 releases	43 photos

TABLE III

NUMBER OF NEWS STORIES AND PHOTOS PUBLISHED IN 1977-78 (July 77 through June 78): WITH CIRCULATION FIGURES

	News Stories Printed	Photos Printed
DAILY NEWS		
Circulation 20,000 daily 45,000 Wednesday Area: Whittier, South Whittier, La Mirada La Habra Heights, Los Nietos, Santa Fe Springs, Pico Rivera and Hacienda Heights	299	52
LOS ANGELES TIMES, SOUTHEAST SECTION (Thurs-Sun) Circulation Thursday 79,340 Circulation Sunday 98,250 Area: Artesia, Bell, Bell Gardens, Bellflower, Cerritos, Commerce, Compton, Cudahay, Downey, Hawaiian Gardens, Huntington Park, Maywood, Lakewood, La Mirada, Lynwood, Montebello, Norwalk, Paramount, Pico Rivera, Santa F Springs, South Gate and Whittier	405	23
*LOS ANGELES TIMES, SAN GABRIEL VALLEY SECTION (Thurs-Sun) Circulation Thursday 103,274 Circulation Sunday 126,880 (San Gabriel Valley only) Circulation Sunday 199,104 (San Gabriel Valley plus Glendale and Burbank) Area: Pasadena, South Pasadena, San Marino, Altadena, Arcadia, Monrovia, Duarte, Azuza, San Dimas, La Verne, Covina, West Covina, Baldwin Park, El Monte, Temple City, Rosemead, Alhambra, San Gabriel, Monterey Park, South San Gabriel, South El Monte, Whittier, Walnut, Hacienda Heights, City of Industry, La Puente, Bassett and Diamond Bar		
EAST WHITTIER REVIEW (Thurs-Sun) Circulation Thursday 44,800 Area: East Whittier, La Mirada, La Habra and some of Brea Circulation Sunday 97,500 Area: East Whittier and La Mirada Papers also published by East Whittier Review are the La Habra Review and the La Mirada Review	237	44

*Clipping service does not differentiate between L.A.Times sections

TABLE III cont.

NUMBER OF NEWS STORIES AND PHOTOS...

	News Stories Printed	Photos Printed
HIGHLANDER (Wed)	316	28
Circulation for 11 papers 400,000 Circulation: Greater Whittier area 91,3000 Circulation El Monte area 42,000 Circulation Temple City area 32,500		
NORWALK HERALD AMERICAN (Wed-Sun)	196	25
The above is part of the Herald American chain (see Downey Herald American pg 3) Circulation is 152,921. Areas covered include Compton, Lynwood, Downey, Paramount, North Long Beach, Lakewood, Bellflower, Norwalk, Cerritos, Artesia, Pico Rviera, Bell Gardens, South Whittier, La Mirada and Santa Fe Springs		
SANTA FE SPRINGS NEWS (Thurs)	196	31
Circulation 19,200 Area: Santa Fe Springs		
PICO RIVERA NEWS (Thurs-Sat)	217	27
Circulation Thursday 25,496 Area: West Whittier, Pico Rivera, Santa Fe, Springs, Monterey Park, Montebello News, East Los Angeles Tribune		
Circulation Saturday 33,678 Area: Montebello, Monterey Park, East Los Angeles		
The above two papers are part of the Southern California Publishing Company. There are nine papers with a circulation of 79,840. Included in the chain are the West Whittier Independent, Montebello News, Monterey Park Californian, East Los Angeles Tribune and Gazette. The circulation area includes Alhambra, Commerce, East Los Angeles, Montebello, Monterey Park, Pico Rivera, Santa Fe Springs, Rosemead, San Gabriel and Whittier		
SAN GABRIEL VALLEY TRIBUNE	148	10
Circulation 70,000 Area: Pasadena, South Pasadena, San Marino Altadena, Arcadia, Monrovia, Duarte, Azusa, San Dimas, La Verne, Covina, West Covina, Baldwin Park, El Monte, Temple City, San Gabriel, Rosemead, Alhambra, South El Monte, Whittier, Hacienda Heights, Walnut, City of Industry, La Puente, Bassett, Diamond Bar and Charter Oak		

TABLE III cont.

NUMBER OF NEWS STORIES AND PHOTOS....

	News Stories Printed	Photos Printed
DOWNEY SOUTHEAST NEWS	230	27
Circulation 25,000 Area: Southeast Los Angeles, Huntington Park, Downey and Norwalk		
QUAD SHOPPER (Mon)	152	30
Circulation 72,000 Area: Brea, La Habra, Pico Rivera, Montebello, Hacienda Heights, Rowland Heights, some of Santa Fe Springs		
DOWNEY HERALD AMERICAN (Wed-Sun)	106	12
(See Norwalk Herald American)		
WEEKLY JOURNAL (Wed)	96	30
Circulation 18,500 Area: West Whittier, Pico Rivera, Santa Fe Springs		

****

News stories and/or photos have been published also in the following papers serving the Rio Hondo College District during the past year. Mid-Valley News (El Monte) 31 stories, 1 photo; La Habra Review 64 stories, 14 photos; La Mirada Review (see East Whittier Review) 34 stories, 5 photos; West Whittier Independent (see So.Calif.Publishing Co); 70 stories; 15 stories; Pasadena Star News 8 stories; Intercity Express (West Covina) 51 stories, 2 photos; Press Telegram (Long Beach) 11 stories, 1 photo; Montebello News (see So.Calif.Pub.Co.) 26 stories, 4 photos; Monterey Park Californian 13 stories; Montebello Messenger 17 stories, 2 photos.

Papers that have published less than 10 stories or photos: Duarte Dispatch, Arcadia Tribune, Ontario Daily Report, Long Beach Independent, Fullerton News Tribune, Lakewood Herald American, Sierra Madre News, East Los Angeles Tribune, Riverside Press, Los Angeles Express, Huntington Park Daily Signal, Huntington News and Santa Ana Register.

Also Buena Park News, Orange County Evening News, Irvine Daily Pilot, Inglewood News, Tustin News, Newport Mesa News, Pacific Citizen, Rafu-Shimpo, Diamond Bar Valley Bulletin, Temple City Times, Bell Gardens Review, Monrovia News Post, Westminster Herald, San Gabriel Sun, Black Voice (Riverside), Monrovia Post, Commercial News (Lynwood), Daily Review (Burbank), Manhattan Beach News, Community Advocate (Artesia), Progress Bulletin (Pomona), The Ledger (Ledger (Glendale), Culver City News, Victorville Daily Press, Southwest Wave (L.A.) and Sentinel (L.A.).

El Paisano published 183 stories and 68 photos (paper is published only part of the year Oct-first week in June).

TABLE IV

NUMBER OF NEWS STORIES AND PHOTOS PUBLISHED IN 1977-78; (July 77 through June 78)

	News Stories Printed	Photos Printed
Los Angeles Times	405	23
East Whittier Review	237	44
Daily News (Whittier)	299	52
Pico Rivera News	217	27
Santa Fe Springs News	196	31
San Gabriel Valley Tribune	148	10
La Habra Review	64	14
Herald American (Norwalk)	196	25
Herald American (Downey)	106	15
Advertiser Herald American (Norwalk & Downey)	18	4
La Mirada Review	34	5
Downey Southeast News	230	27
Pasadena Star News	8	-0-
Highlander	316	28
*Quad Shopper (Whittier)	150	30
Mid Valley News (El Monte)	31	1
Monterey Park Californian	13	-0-
*Weekly Journal (Whittier)	100	30
West Whittier Independent	70	15
La Mirada Lamplighter	35	-0-
Intercity Express (West Covina)	51	2
Montebello Messenger	17	2
Montebello News	26	4
Long Beach Press Telegram	11	1

*No clipping service...estimate only

TABLE IV, cont.

NUMBER OF NEWS STORIES AND PHOTOS PUBLISHED IN 1977-78.

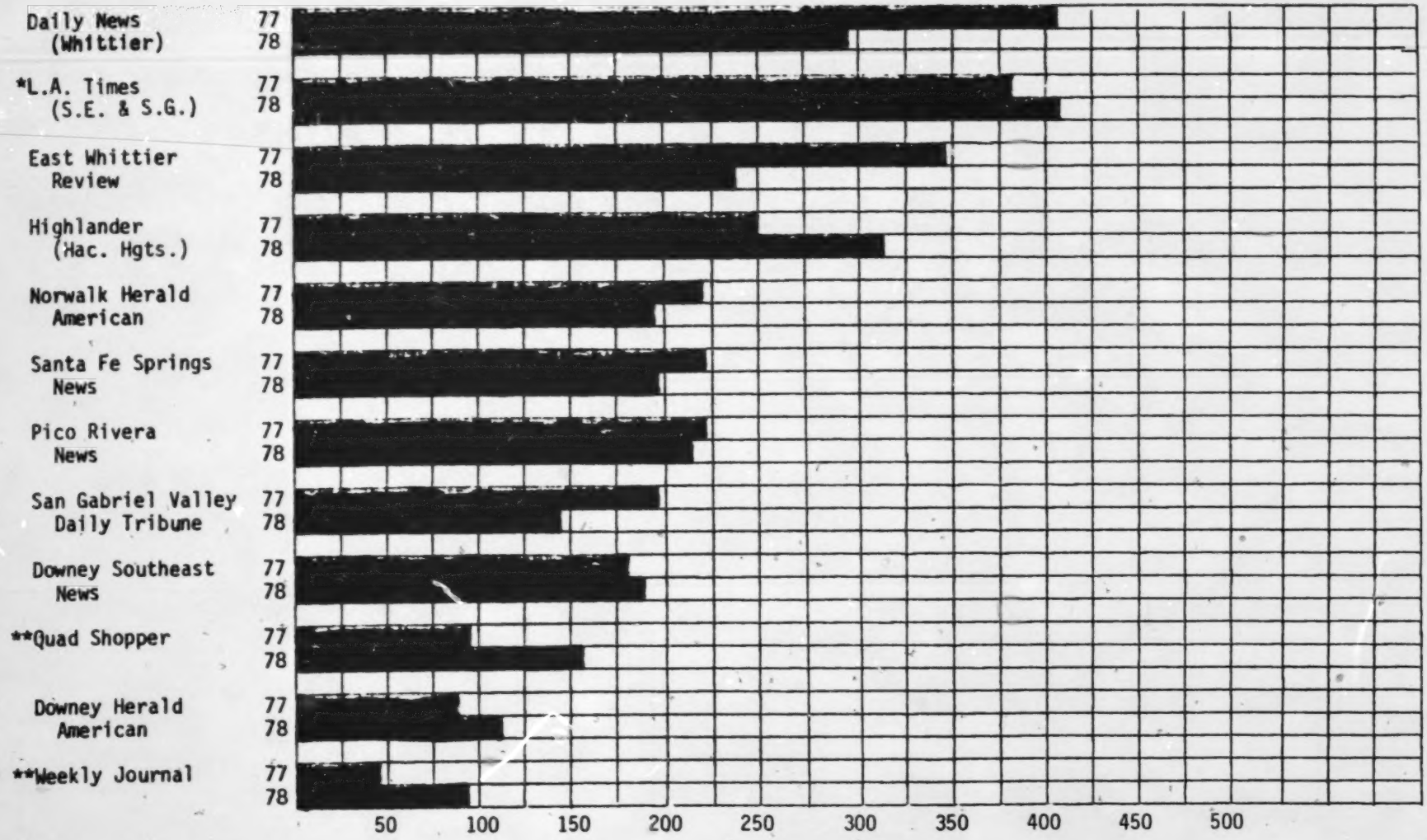
	News Stories Printed	Photos Printed
Duarte Dispatch	7	-0-
Arcadia Tribune	6	-0-
Ontario Daily Report	3	-0-
Long Beach Independent	5	-0-
Fullerton News Tribune	3	-0-
Lakewood Herald American	3	-0-
Sierra Madre News	3	-0-
East Los Angeles Tribune	3	-0-
Riverside Press	2	-0-
Los Angeles Express	2	-0-
Huntington Park Daily Signal	6	-0-
Huntington News	2	-0-
Santa Ana Register	2	-0-
Buena Park News	5	-0-
Orange County Evening News	5	-0-
Irvine Daily Pilot	2	-0-
Inglewood News	1	-0-
Tustin News	1	-0-
Newport Mesa News	1	-0-
Pacific Citizen	2	-0-
Rafu-Shimpo	1	-0-
Diamond Bar Valley Bulletin	1	-0-
Temple City Times	1	-0-
Bell Gardens Review	1	-0-
Monrovia News Post	1	-0-

TABLE IV, cont.

NUMBER OF NEWS STORIES AND PHOTOS PUBLISHED IN 1977-78

	News Stories Printed	Photos Printed
Westminster Herald	1	-0-
San Gabriel Sun	1	-0-
Black Voice (Riverside)	1	-0-
Monrovia Post	1	-0-
Commercial News (Lynwood)	5	-0-
Daily Review (Burbank)	1	-0-
Manhattan Beach News	1	-0-
Community Advocate (Artesia)	1	-0-
Progress Bulletin (Pomona)	1	-0-
The Ledger (Glendale)	1	-0-
Culver City News	1	-0-
Victorville Daily Press	1	-0-
Southwest Wave (L.A.)	1	-0-
Sentinel (L.A.)	1	-0-

FIGURE I
NEWS STORIES PRINTED
1977 and 1978

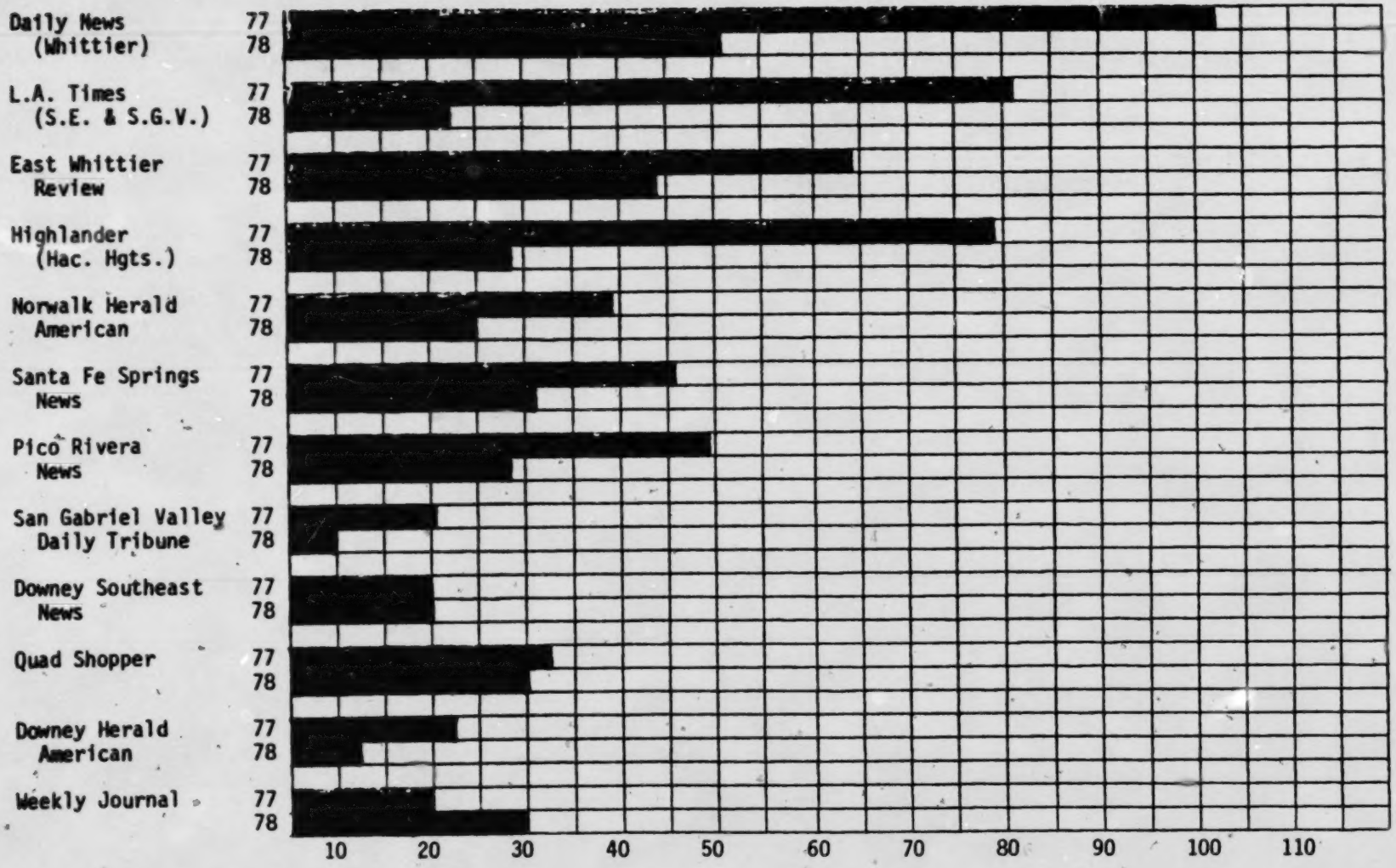

Daily News (Whittier) 77 78
*L.A. Times (S.E. & S.G.) 77 78
East Whittier Review 77 78
Highlander (Hac. Hgts.) 77 78
Norwalk Herald American 77 78
Santa Fe Springs News 77 78
Pico Rivera News 77 78
San Gabriel Valley Daily Tribune 77 78
Downey Southeast News 77 78
**Quad Shopper 77 78
Downey Herald American 77 78
**Weekly Journal 77 78
50 100 150 200 250 300 350 400 450 500

Total Releases
Sent 1977 - 394
Sent 1978 - 407

* Includes Southeast and San Gabriel Valley Sections

** Incomplete report... No clipping service provided

FIGURE II
PHOTOS PRINTED
1977 and 1978


Daily News (Whittier) 77 78
L.A. Times (S.E. & S.G.V.) 77 78
East Whittier Review 77 78
Highlander (Hac. Hgts.) 77 78
Norwalk Herald American 77 78
Santa Fe Springs News 77 78
Pico Rivera News 77 78
San Gabriel Valley Daily Tribune 77 78
Downey Southeast News 77 78
Quad Shopper 77 78
Downey Herald American 77 78
Weekly Journal 77 78
10 20 30 40 50 60 70 80 90 100 110

Total Photos
Sent 1977 - 104
Sent 1978 - 86

TABLE V

Recap of News Release List

(See attached)

Newspapers plus photos	13
Newspapers (additional)	21
Educators	11
High Schools	14
High School Counselors' Offices	14
High School Newspapers	14
Chambers of Commerce	5
TV Stations	11
Radio Stations	19
Community Colleges	19
Four-year Colleges	3
Total Outlets	144

TABLE VI NEWS RELEASE LIST--September 1978

Newspapers that get releases plus photos:

CCJCA News
2017 "O" Street
Sacramento, CA 95814

Editor
The Daily News 698-2571
7037 South Comstock Ave.
Whittier, CA 90608

Editor
East Whittier Review 693-7771
P.O. Box 4647
Whittier, CA 90607

Editor
Highlander Publications 968-9566
1201 South Hacienda Blvd.
Hacienda Heights, CA 91745

The Weekly Journal 695-7663
Sylvia Shaefer, Editor
6416 S. Western Ave.
Whittier, CA 90601

L.A. Time, Southeast Edition
Attention: Robin Hefler 923-9711
8303 Florence Ave.
Downey, CA 90240

L.A. Times, San Gabriel Edition
Attention: Lee Austin 283-3569
9159 E. LaRosa Drive
Temple City, CA 91780

Daily Southeast News/Daily Signal
12130 Paramount Blvd. 862-1651
Downey, CA 90240
Attention: Dan Aznoss

Editor
Pico Rivera News/Santa Fe Springs
News/West Whittier Independent
P.O. Box 848 699-0964
Pico Rivera, CA 90660

Editor
The Quad Shopper
12220 E. Rivera Road
Whittier, CA 90606

San Gabriel Valley Daily Tribune
P.O. Box 1259 962-8811
Covina, CA 91722
Attention: City Desk

Editor
Herald American 925-7475
11859 Firestone Blvd.
Norwald, CA 90650

Editor Mid-Valley News 443-1753
10933 Valley Blvd.
El Monte, CA 91731

Los Angeles Times
Calendar Section 972-5000
Times Mirror Square
Los Angeles, CA 90053
Attention: Calendar Listings

L.A. Times, Education Editor
202 W. First Street 972-5000
Los Angeles, CA 90012

Pasadena Star News 578-6450
525 E. Colorado Blvd.
Pasadena, CA 91109
Attention: Wanda Tucker, Editor

Ultimas Noticias de L.A.
1262 W. Second Street--B
Los Angeles, CA 90026

Editor
LaHabra/Brea Star Progress
600 S. Palm Street 697-1734
La Habra, CA 90631

La Mirada Lamplighter (714) 521-1195
15038 La Mirada Blvd.
La Mirada, CA 90638
Attention: Dick Hurley, Editor

Long Beach Press Telegram 435-1161
City Editor
P.O. Box 230 (604 Pine Ave.)
Long Beach, CA 90844

L.A. Herald Examiner 748-1212
1111 S. Broadway
Los Angeles, CA 90054
Attention: City Desk

Editor
Montebello Messenger 721-1735
P.O. Box 578
Montebello, CA 90640

Newspapers . . . cont.

Monterey Park Progress 280-8822
202 S. Garfield Ave.
Monterey Park, CA 91754
Attention: City Desk

Arcadia Tribune 446-0111
Helen Schrader, Editor
10 N. First Ave.
Arcadia, CA 91006

Newsletter--City of Santa Fe Springs
P.O. Box 1817
Whittier, CA 90609

Auto Club of Southern California
Public Relations Department 746-4410
Dick Roozant, News Director
2601 S. Figueroa St.
Los Angeles, CA 90054

Allen's Press Clipping Bureau
P.O. Box ____ 628-4214
Los Angeles, CA 90054

City News Service 625-7601
Public Service
P.O. Box 2522
Los Angeles, CA 90054

Community and Junior College Journal
One Dupong Circle
Washington, D.C. 20036

Editor
Montebello News
114 N. First Street
Montebello, CA 90640

Huntington Park Daily Signal 862-4254
6414 Rugby
Huntington Park, CA 90255
Attention: City Desk

Superintendent of Local High Schools Educators:

Dr. Norman Eisen, Superintendent
Whittier Union High School District
12102 E. Washington Blvd.
Whittier, CA 90605

Ron Franklin, Superintendent
El Rancho Unified High School District
9333 E. Loch Lomond Drive
Pico Rivera, CA 90660

Martin Montano--Superintendent
Los Nietos School District
P.O. Box 2006
Los Nietos, CA 90606

Dr. James Sheridan, Superintendent
El Monte Union High School District
3537 N. Eastmont
El Monte, CA 91733

Edward Reyes, Superintendent
Whittier City School District
7211 S. Whittier Ave.
Whittier, CA 90602

Dr. D. DeSantis, Superintendent
South Whittier School District
10120 Painter Ave.
Whittier, CA 90605

Frank Mason, Superintendent
Little Lake School District
10510 S. Pioneer Blvd.
Santa Springs, CA 90670

Robert Randolph, Superintendent
Lowell Joint School District
11019 S. Valley Home Ave.
Whittier, CA 90603

CTA Southern Section (714) 834-0705
Diane Crow
1905 E. 17th Street
Santa Ana, CA 92701

The California Professor--CTA
1705 Murchison Drive
Burlingame, CA 94010

Dr. Keith Walton, Superintendent
East Whittier School District
14535 E. Whittier Blvd.
Whittier, CA 90605

Counselors Offices and Student Newspapers of the Following High Schools:

CALIFORNIA HIGH SCHOOL
9800 Mills Avenue
Whittier, CA 90604

LA SERNA HIGH SCHOOL
15301 Youngwood Drive
Whittier, CA 90605

MONTE VISTA HIGH SCHOOL
11515 Colima Road
Whittier, CA 90604

PIONEER HIGH SCHOOL
10800 E. Benavon Street
Whittier, CA 90606

SANTA FE HIGH SCHOOL
10400 Orr & Day Road
Santa Fe Springs, CA 90670

SIERRA HIGH SCHOOL
9401 S. Painter Ave.
Whittier, CA 90605

WHITTIER HIGH SCHOOL
12417 E. Philadelphia
Whittier, CA 90601

FRONTIER HIGH SCHOOL
11962 E. Florence Ave.
Santa Fe Springs, CA 90670

WHITTIER CHRISTIAN HIGH SCHOOL
11537 S. Groveland Drive
Whittier, CA 90604

EL RANCHO HIGH SCHOOL
6501 Passons Blvd.
Pico Rivera, CA 90660

EL MONTE HIGH SCHOOL
3048 North Tyler Ave.
El Monte, CA 91732

MOUNTAIN VIEW HIGH SCHOOL
2900 Parkway Drive
El Monte, CA 91732

CHAMBERS OF COMMERCE:

WHITTIER CHAMBER OF COMMERCE 698-9554
P.O. Box 4188
Whittier, CA 90607

SANTA FE SPRINGS CHAMBER OF COMMERCE
P.O. Box 2366 868-6736
Santa Fe Springs, CA 90670

PICO RIVERA CHAMBER OF COMMERCE
P.O. Box 985 949-2473
Pico Rivera, CA 90660

EL MONTE CHAMBER OF COMMERCE 444-4561
P.O. Box 5866
El Monte, CA 91734

NORWALK CHAMBER OF COMMERCE 864-7785
12040 Foster Road
Norwalk, CA 90650

Radio and Television Stations--Public Service Directors:

KNXT--Channel 2
6121 Sunset Blvd.
Los Angeles, CA 90028
469-1212

KNBC--Channel 4
3000 W. Alameda Blvd.
Burbank, CA 91523
845-7000

KTLA--Channel 5
5800 Sunset Blvd.
Los Angeles, CA 90028

KABC--Channel 7
4151 Prospect Ave.
Hollywood, CA 90027
663-3311

KHJ--Channel 9
5515 Melrose Ave.
Los Angeles, CA 90028
462-2133

KTTV--Channel 11
5746 Sunset Blvd.
Hollywood, CA 90028
462-7111

KCOP--Channel 13
915 N. LaBrea Ave.
Los Angeles, CA 90038
851-1000

KCET--Channel 28
4400 Sunset Blvd.
Hollywood, CA 90027
666-6500

KMEX--Channel 34
5240 Melrose Ave.
Hollywood, CA 90038
466-8131

KBSC--Channel 52
1139 Grand Central Ave.
Glendale, CA 91201
240-6820

KSCI--Channel 18
1950 Conter
Los Angeles, CA 90025
479-8081

KRLA 681-2991
1401 S. Oak Knoll Ave.
Pasadena, CA 91109

KALI 466-6161
5723 Melrose
Los Angeles, CA 90038

KFAC 938-0161
5443 Wilshire Blvd.
Los Angeles, CA 90036

KPOL 466-4123
57-- W. Sunset Blvd.
Hollywood, CA 90028

KMPC 469-5341
5858 Sunset Blvd.
Hollywood, CA 90028

KWKW 466-8111
6777 Hollywood Blvd.
Hollywood, CA 90028

KEXY 625-7018
1190 Ball Road
Anaheim, CA 92805

KPFK 877-2711
3729 Cahuenga Blvd.
Hollywood, CA 91604

KABC 663-3311
3321 S. LaCienega
Los Angeles, CA 90016

KLAC
5746 Sunset Blvd.
Hollywood, cA 90028

KBCA 475-9494
10880 Wilshire Blvd.
Los Angeles, CA 90024

KWOW 627-4242
S. Mills and Olive St.
Pomona, CA 91766

KFI 382-2121
141 N. Vermont Ave.
Los Angeles, CA 90004

KFWB 463-5151
6419 Hollywood Blvd.
Los Angeles, CA 90028

KGBS 388-2345
338 S. Western Ave.
Los Angeles, CA 90005

KIIS 466-8381
6255 Sunset Blvd.
Los Angeles, CA 90028

KJOI 278-5990
2555 Briarcrest Rd.
Beverly Hills, CA 90210

KMAX 446-2030
3844 E. Foothill Blvd.
Pasadena, CA 91107

KGRB 330-5211
751 Echelon Ave.
City of Industry, CA 91744

KWIZ
3101 West Fifth St.
Santa Ana, CA 92703
(714) 839-4220

AREA COMMUNITY COLLEGES

Carol Mullen
North Orange County Community College District
100 N. Lemon Avenue (714) 871-4030
Fullerton, CA 92634

Ms. Linda Thor
Los Angeles Community College District
2140 West Olympic Blvd.
Los Angeles, CA 90006

Jim Carnett 556-5762
Public Relations Office
Orange Coast College
2701 Fairview Rd.
Costa Mesa, CA 92626

Esther Renteria 265-8762
Public Information Officer
1301 Brooklyn Ave.
Monterey Park, CA 91754

Bruce L. Williams 892-7711
Community Services
15744 Golden West St.
Huntington Beach, CA 92647

Jay Malinowski 860-2451
Director of Public Information
Cerritos College
11110 E. Alondra Blvd.
Norwalk, CA 90650

Charles Cropsey
Public Relations Dept.
Compton College
1111 E. Artesia Blvd.
Compton, CA 90221

Laurie Gerloff,
Public Information Officer
Long Beach City College
4901 E. Carson St.
Long Beach, CA 90808

Teri Stoner
Public Information Officer
Santa Ana College
17th at Bristol
Santa Ana, CA 92706

Jim Gulli, Public Information Officer
Citrus College
18842 E. Foothill Road
Azusa, CA 91702

Director of Public Affairs
California Community Colleges
1238 S Street
Sacramento, CA 95814

Mary Powers, Public Information
Mt. San Antonio College
1100 N. Grand Ave.
Walnut, CA 91789

Rob O'Neil, Communications Officer
Los Angeles Harbor College
1111 Figueroa Place
Wilmington, CA 90744
835-0161

Office of Community Information
Saddleback College
28000 Marguerite Parkway
Mission Viego, CA 92675

Steve Dawson
Public Information Officer
Fullerton College
321 E. Chapman Ave.
Fullerton, CA 92634

Harry Frishman, Asst. to Super.
Long Beach Community College
701 Locust Ave.
Long Beach, CA 90813

Don Cantrell
Public Information Officer
Cypress College
9200 Valley View St.
Cypress, CA 90630

Frank Cooney
San Bernardino Valley City College
701 S. Mt. Vernon Ave.
San Bernardino, CA 92403

Jack R. Chappell
Public Information Officer
Coastline College
10231 Slater Ave.
Fountain Valley, CA 92708

NEWS RELEASE LIST . . . 6

FOUR-YEAR COLLEGES:

Whittier College
Quaker Campus Newspaper
13241 E. Philadelphia St.
Whittier, CA 90601

Whittier College
Public Relations Dept.
13241 E. Philadelphia St.
Whittier, CA 90601

The Chimes
Biola College
13800 Biola Ave.
La Mirada, CA 90638

SPECIAL SUPPLEMENTARY MAILINGS:

EDITOR, LA OPINION
1436 S. Main Street
Los Angeles, CA 90015

EDITOR, LA RAZA NEWSPAPER
P.O. Box 31322
Los Angeles, CA 90015

MEXICAN AMERICAN EASTSIDE SUN
317 N. Sota Street
Los Angeles, CA 90033

EAST LOS ANGELES GAZETTE
4928 Whittier Blvd.
Los Angeles, CA 90022

BELVEDERE CITIZEN
3590 East First St.
Los Angeles, CA 90063

THE RAFU SHIMPO
242 S. San Pedro St.
Los Angeles, CA 90012

PACIFIC CITIZEN
125 Weller St.
Los Angeles, CA 90012

ARTS MAGAZINE
23 E. 26th St.
New York, N.Y. 10010

LOS ANGELES DAILY JOURNAL
220 W. First Street
Los Angeles, CA 90012
625-2141

BRIDGE THE GAP
EXTENDED OPPORTUNITIES PROGRAMS
Sacramento City College
3835 Freeport Blvd.
Sacramento, CA 95822

EDITOR, CHICANO STUDENT MOVEMENT NEWS
P.O. Box 31322
Los Angeles, CA 90031

KASHU MANICHI
346 E. First Street
Los Angeles, CA 90012

TECHNICAL EDUCATION NEWS
1221 Avenue of the Americas
New York, N.Y. 10020

HOLLYWOOD CITIZEN
6404 W. Sunset Blvd.
Los Angeles, CA

THE ARTS AND CRAFTS NEWS
15110 E. Nelson St.
City of Industry, CA 91747

WASOAJA (Art: American Indian)
1451 Masonic Ave.
San Francisco, CA 94117

THE ARMENIAN OBSERVOR
6646 Hollywood Blvd.
Hollywood, CA 90028
467-6769

Bonnie Brittain, Staff Assist.
CALIFORNIA Historical Society
1120 Old Mill Road
San Marino, CA 91108

TABLE VII

STAFF MEMBERS SPEAKING IN THE COMMUNITY 1977-78

October: Al Kinarthy to Lox of Fun, Hacienda Heights (Social Science)

October: Dwayne Highfill, Lions Club, Whittier (Physical Science)

October: Kathy Symons, two classes at Highland Oaks Elementary School, Arcadia
" " high school art classes, Arcadia (Fine Arts)

October: Yosh Nakamura, El Rancho High School,#53 in attenadance (Community Services)

November: Helene French, California Assoc. of Activities Coordinators, Arcadia
" " Rotary Club of Whittier (Community Services)

December: Helene French, Pico Rivera Health Council (Community Services)

January: Helene French, First Friends Church, Whittier (Community Services)

January: Susan Obler, Wheel of Friendship, Whittier (Communications)

January: Yosh Nakamura, So. Whittier Schools, Parents & Staff, 1 1/2 hrs. #15 in attendance (Community Services)

January: Kevin Ritchell, Father & Son Banquet speaker, Orchardale School, Whittier (Physical Science)

March: Al Kinarthy, Lox of Fun, Hacienda Heights (Social Science)

March: Yosh Nakamura, El Monte Senior Citizens Center, 15 in attendance (Community Services)

May: George Juric, California High School Government classes (2) (Social Science)

May: Owen Newcomer, pro Prop. 8, anti 13, Sertoma Club, Whittier (Social Science)

June: " " " " " " " " " " " " "

May: Inice Chirco, Cosmopolitan Club, Whittier (Allied Health)

May: Marcella Hussein to high school art classes (3), Pico Rivera & Whittier (Fine Arts)

*This is only a partial list. There are staff members speaking in the community in response to requests other than from this office. Also some members are contacted directly after their initial appearance with a group and that does not always get reported back to us.

TABLE VIII

COMMUNITY GROUPS TOURING RIO HONDO CAMPUS 1977-78:

Four South Whittier groups: Sybil Lowe's Career Planning Classes (#35 each time) on May 16 and May 23. Guides: Pat Gomez (counseling), Mark Bailey (ASB) and Jean Bryan. See attached letter.

May 2 - Charles Livesay with #40 students from El Monte High School.Also Career Planning. Visited art classes of Joyce Toy, Marty Chodos, Richard Lopez and Jimmy Quiroz. Guides: Pat Gomez, Mark Bailey, Jean Bryan

May 3 - Grace Montez' classes (5th & 6th graders) from Los Nietos, #30. Guides from counseling.

May 11 - Rona Greenstadt from Mt. View School, El Monte. #60 students. Guides from Counseling and ASB.

June 7 - Grace Nakamura's 7th, 8th and 9th grades, #45. Toured campus for an hour and to art gallery for second hour. El Rancho Schools, Pico Rivera.

Tour Groups on Campus

Comments on Rio written by 8th grade students.

.....This college is a nice and interesting one. I didn't really want to go to college but now that I have some kind of an idea, I can't wait! I learned a lot of things about the college and really enjoyed taking the tour. I learned about how you take your classes and when you want to take them. They offer you a lot of interesting things and classes there too. They offer you a tutor if you need one to help you with any kind of problem. They have all kinds of P.E. and wports to go out for. The college is a pretty big one. It's on a hill and you have to walk up and down a lot of hills and stairs to go anywhere. But, in the buildings, they have elevators. I really enjoyed the tour and our tour guide too! I would even like to go back some day.....

.....At Rio Hondo College our student guide's name was Pat. She was studying history and other basic classes. She wanted to be in counseling at the college. We covered the whole college. The college is a community college. You only have to go there three days a week with classes just one hour a day. You have to have P.E. until you are 21 years old. There is no real dress code. You can wear what you want. You don't have to wear shoes when it is hot, for instance. The college has its own radio station called KRHC. It plays rock music. It's a very nice college.....

.....And if you go to Rio Hondo College, make sure you wear tennis shoes....

.....Our group explored acting, copymachines, car mechanics, the gym, and a science class. The teachers and counselors were really nice and happy to talk to us. They said that there were many classes to chose from and hoped to see us in about five years.....

.....The things that I learned about the college is that it is much bigger than a high school but smaller than a regular college. It has many classes for jobs. Rio Hondo looks very modern. The people there were friendly...

REPORT ON THE SURVEY OF PERCEPTIONS OF RIO HONDO COLLEGE AREA HIGH SCHOOL SENIORS (Conducted April-May, 1978) - SEPTEMBER 1978

The annual survey of high school students perceptions of the College was conducted in April and May 1978. High schools included were California, La Serna, Monte Vista, Pioneer, Santa Fe, Sierra, Whittier and El Rancho. The number of respondents was 316. El Monte and Mountain View High Schools informed the Community Relations Office that they would be unable to participate in the survey because of time conflicts. The sample of respondents from El Rancho was much smaller this year than last (101 in 1977, 32 in 1978).

THE DATA (see Table I)
Favorable responses (good and fair to the questions varied with seven of the first 15 questions receiving 50% or over favorable responses. These included: ease of being admitted to the college, quality of instruction, occupational programs and courses, reputation of athletic teams, appearance of buildings and campus, variety of courses and programs offered, cultural programs on campus.
No questions received more than 10% poor ratings, but a number of categories of service were not known to the respondents.
12 received 40% or over "don't know" responses. The three which were better known were: the ease of being admitted to the College (25%, don't know); the appearance of buildings and campus (11%, don't know); and the variety of courses and programs offered (29%, don't know).
Question 16 queried the impression students had received about Rio Hondo College from various sources. The impressions were generally favorable, 60% or over from all groups, teachers, counselors, parents, friends, and those attending college. The most negative source of information was from friends (29%, poor). On the other hand, the least negative source of impressions about Rio Hondo was received from those who attended the college. This source showed only a 9% poor rating. It is interesting to see that students were much more aware of what their friends thought about the college (only 8% marked don't know) than they were about their parent's impressions of the college (24% marked don't know).
Question 17 responses indicated that 79% felt Rio Hondo had a favorable reputation as a community college.
Question 18 asked respondents to list programs, departments or classes about which they had heard good things or which they know to be especially good. Respondents totaled 206 or 65% of 316. Fine arts, sports and allied health received the majority of responses. Many listed more than one program. Not listing any programs were 110 (35%). Some additional comments from 29 respondents were recorded. They can be grouped roughly as follows:

A. Good programs or other positive comments - 4
B. Limited value or wait and see - 5
C. Complaints about programs or services - 4
D. Not academically acceptable - 7
E. Limited social life at Rio - 2
F. Don't know, need more information - 5
G. Other comments - 2

See page 36 for comments.

Question 19 on plans for attending college, revealed that 81% of the respondents expected to attend college.
Question 20 indicated 35% felt their parents would be pleased if they chose Rio Hondo to attend, 18% would be displeased, 34% would not have strong feelings either way and 13% didn't know what their parents would think about their attending Rio.
In response to what college would the respondents attend at the time the questionnaire was administered, 30% of the 262 responses to question 21 indicated Rio Hondo as first choice. Within the larger number of respondents combining first, second and third choices together, Rio Hondo received 27% of the 526 responses.
Students got their impressions of Rio mostly from their friends (25.3% of 724 responses) when first, second and third choices were combined. Also chosen first most frequently, friends provided the impression of Rio Hondo in 35% of the 248 responses.
Question 23 combining first, second and third choices revealed that students felt good reasons for attending Rio Hondo were that it was inexpensive (26.6% of 711 responses), close to home (23.3% of 711); and an opportunity to explore careers (21.5% of 711 responses). When first choice was considered by itself, 38.2% of 241 responses indicated inexpensive; 23.2 indicated opportunity to explore careers; and 16.6 indicated close to home.
Of the 290 respondents who indicated their sex, 54.4% were female, 45.6 were male.

COMPARISON WITH PREVIOUS YEARS (Figures I & II)
In comparing this year's data with that of 1976 and 1977, a problem arises because of the difference in the size and construction of the sample of respondents. The fact that the El Monte High Schools (Mountain View and El Monte High School) were not included in the 1978 sample at all and that the Pico Rivera High School (El Rancho) was represented by such a small sample could certainly be expected to skew the results significantly. The data has been transferred to Figures I & II but the information should be viewed with caution. The results of this year's tabulation basically apply only to the high schools within the Whittier Union High School District.

IMPLICATIONS OF THIS YEAR'S REPORT

1. Strong efforts should be made in April and May of 1979 to assure the inclusion of El Monte and Pico Rivera high schools to produce the necessary number of respondents.

2. Major efforts initiated this year should be continued to reach high school students with accurate information about the college and its services.
A significant drop in the "don't know" level should be sought. Since the major source of information currently is from friends, perhaps the most useful effort would deal with educating all high school students about Rio Hondo College whether or not they plan to attend Rio.
The "Open House", the high school edition of the Rio Hondo News, ads in high school papers, active and knowledgeable peer counselors regularly on high school campuses, the adoption of a particular high school by a particular college department with communication between high school and college instructors and appearances as guest lecturers in high school classes, ads on students' favorite radio stations and in high school newspapers have all been suggested. Some of these suggestions are now being implemented. More could be initiated.

3. The rising costs of college education and inflation in general, make this

an excellent time to stress those qualities of Rio Hondo already perceived as favorable - that it is inexpensive, close to home and provides an opportunity to explore careers. The 83% who felt Rio Hondo had a favorable reputation as a community college indicates a high level of general good will exists.

4. Efforts to improve the perception of Rio Hondo as a college with a sound academic program would also be helpful. Even though much of Rio Hondo's effort lies in the occupational and general area and a small percentage of Rio Hondo students transfer during any given year (5 % in 1977), it is important that all high school seniors even those who plan to go straight to a four-year college realize that Rio Hondo's basic academic classes can meet their lower division needs. Since high school students tend to learn about the college from each other, if these bright students believe Rio Hondo is a good school academically, they would be likely to communicate it to others. The Operation Bridge program provides us with an opportunity to expose our academic program to the bright, motivated student. This student's view of the college and his willingness to pass his impressions of the college on to other high school students could be very helpful in providing positive information about the college. Our annual Open House provides an opportunity to encourage all high school students to visit the Rio campus.

5. The thrust of this report toward major recruiting efforts in high schools, does not preclude other major efforts with other community constituencies such as working adults, senior adults, older women returning to work and school, minority group members and other special groups.

6. The above implications are predicated on the belief that additional students are a desirable outcome for Rio Hondo College. Given the uncertainties of the funding sources for the college, this may or may not be an accurate belief. However, for those who are dedicated to accomplishing the mission of the college ("To contribute to the improvement of the quality of life and responsible citizenship in the community through the education of its members") serving the greatest numbers of students in our district who can benefit would seem to be our highest and most important goal.

RIO HONDO COLLEGE
COMMUNITY RELATIONS OFFICE

Conducted: April 1978
Date of Report: September 1978
Table I - Perceptions of Rio Hondo College by High School Seniors

WHAT ARE YOUR IMPRESSIONS OF THE FOLLOWING AT RIO HONDO COLLEGE:

Totals are for Whittier Union High School District (includes Santa Fe, Whittier, Pioneer, La Serna, Monte Vista, Sierra and California #284 respondents) and El Rancho (#32). El Monte and Mountain View did not participate this year. Total respondents #316.

	Good		Fair		Poor		Don't Know		N.A.	
	#	%	#	%	#	%	#	%	#	%
1. Ease of being admitted to Rio Hondo College	193	61	39	12	4	1	77	24	3	1
2. Quality of instruction	76	24	99	31	13	4	124	39	4	1
3. Occupational programs and courses	96	30	85	27	3	1	129	41	3	1
4. Reputation of athletic teams	56	18	98	31	32	10	124	39	6	2
5. Public transportation to the campus	73	23	70	22	16	5	153	48	4	1
6. Appearance of buildings and campus	223	71	52	16	3	1	33	11	5	2
7. Counseling services	42	13	50	16	10	3	208	66	6	2
8. Social life	52	17	66	21	22	7	169	53	7	2
9. The success of students transferring from Rio Hondo to four-year colleges or universities	86	27	48	16	10	3	165	52	7	2
10. Financial aid for students (grants, loans, scholarships)	62	20	68	22	6	2	174	55	6	2
11. Student activities programs	62	20	64	20	9	3	175	55	6	2
12. Special programs for minority students	55	17	34	11	7	2	211	67	9	3
13. Variety of courses and programs offered	112	35	99	31	9	3	90	29	6	2
14. Cultural programs on campus (plays, art shows, concerts, lectures, etc.)	103	33	70	22	8	3	128	41	7	2
15. Bi-lingual, bi-cultural program	44	14	40	13	2	1	223	71	7	2

	GOOD		FAIR		POOR		DON'T KNOW		N.A.	
	#	%	#	%	#	%	#	%	#	%
16. The impression you have received about Rio Hondo:										
a. From your teachers	98	31	113	36	37	12	36	11	32	10
b. From your counselors	109	34	102	32	25	8	46	15	34	11
c. From your parents	64	20	106	34	45	14	69	22	32	10
d. From your friends	60	19	119	38	84	27	24	8	29	9
e. From those who attended the college	104	33	113	36	27	9	47	15	25	8
17. Rio Hondo's reputation as a community college	134	42	117	37	26	9	26	9	13	4

18. Please list Rio Hondo's programs, departments or classes that you have heard good things about, or that you know to be especially good.

Fine Arts (79, 25% responses with Drama mentioned most often - 26 times, Music 15) Sports (41 responses -20%) Allied Health (31 responses-15%) Many of the 206 respondents (65%) made more tham one choice with other selections scattered. See page 26 for comments.

19. Do you plan to attend college? (Total responses #300, 95%)

YES:		NO:		N.A.:	
#	%	#	%	#	%
256	81	44	14	16	5

20. How would your parents feel if you chose to attend Rio Hondo? (total responses 301, 95%

PLEASED		DISPLEASED		NO STRONG FEELINGS EITHER WAY		DON'T KNOW		N.A.	
#	%	#	%	#	%	#	%	#	%
108	34	54	17	101	32	38	12	15	5

21. Being realistic, if you were to decide today, what college would you attend? (Total responses 262, 83%).

79 or 30% named Rio Hondo First
39 or 15% named Cal State Fullerton First
30 or 11% named Cerritos First

Named First, Second or Third most frequently (Total responses 526)

Rio Hondo	#142	27%
Cal State Fullerton	#84	16%
Cerritos	#65	12%

22. Where did you get your impressions of Rio Hondo? (Please rank in order of significance - 1 (most significant, 2, 3 and so on).

(Named first, second, third most frequently (total of 724 responses)

	#	%
Teacher	134	18.5
Friends	183	25.3
Students now attending Rio	133	18.4
Counselor	84	11.6
Parents	77	10.6
Rio staff members	36	4.9
Newspapers	24	3.3
Literature about Rio	36	4.9
Other	17	2.3
Total	724	99.8 (due to rounding)

(Ranked first most frequently) - Total responses 248 - 78%

Teacher	32	12.9
Friends	89	35.9
Students	60	24.2
Counselors	16	6.4
Parents	13	5.2
Rio staff	9	3.6
Newspaper	2	1.0
Literature	15	6.0
Other	12	4.8
Total	248	100.0

23. In your opinion, what are the most convincing reasons for anyone to attend Rio? (Please rank in order of importance - 1 (most significant) 2, 3 and so on.

(Named 1, 2, 3 most frequently (total of 711 responses)

	#	%
Good academic program	90	12.7
Opportunity to explore careers	153	21.5
Good occupational program	103	14.3
Inexpensive	189	26.6
Close to home	166	23.3
Other	10	1.4
Total	711	99.8 (due to rounding)

23. Cont.

Ranked first most frequently (total of 241 responses- 76%)

	#	%
Good academic program	29	12.0
Opportunity to explore careers	56	23.2
Good occupational program	21	8.7
Inexpensive	92	38.2
Close to home	40	16.6
Total	241	99.9

24. Please check: 290 respondents - 92%

	#	%		#	%		#	%
Male:	132	42	Female:	158	50	No answer:	26	8

FIGURE I

PERCENT OF FAVORABLE (GOOD & FAIR) RESPONSES

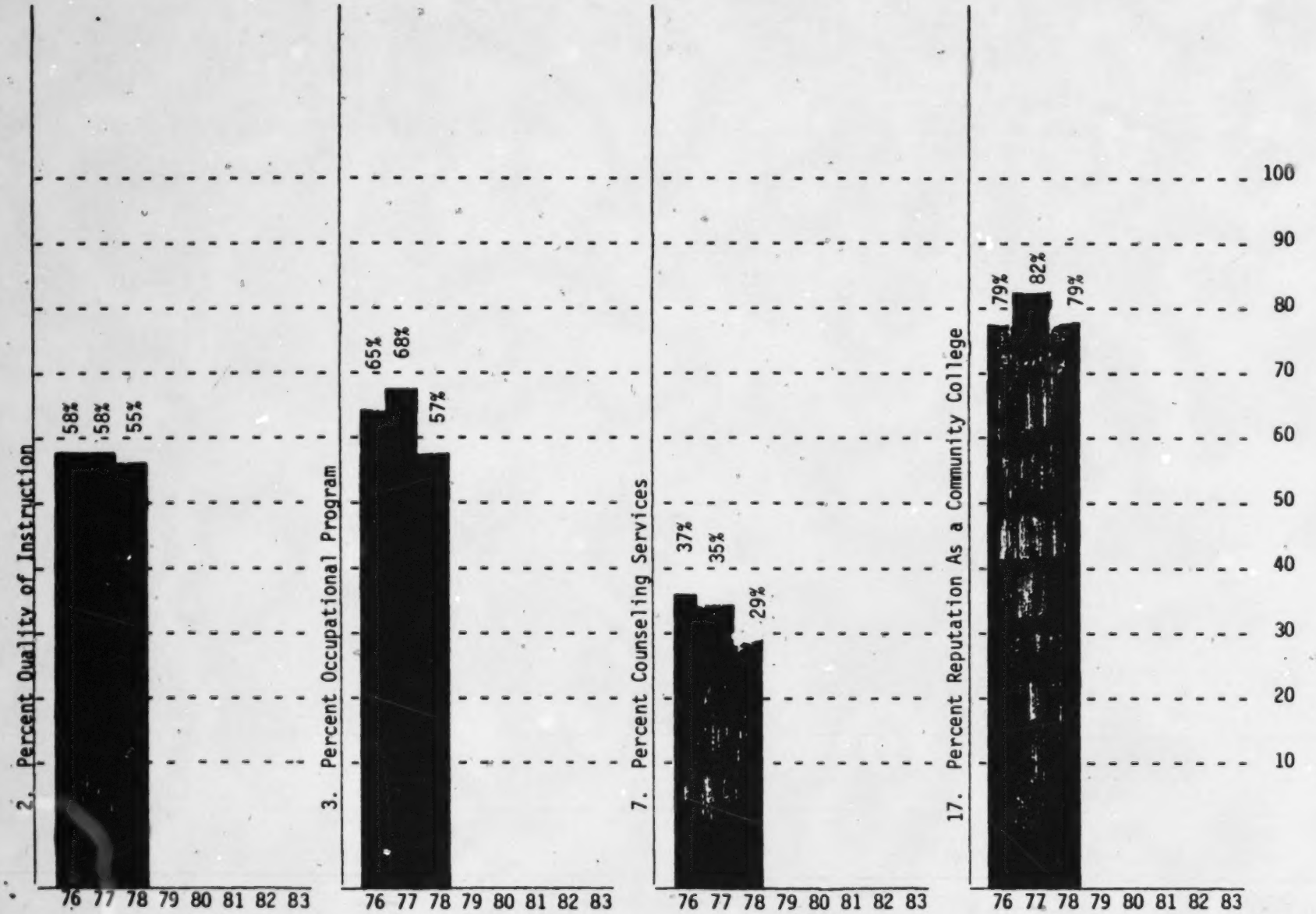
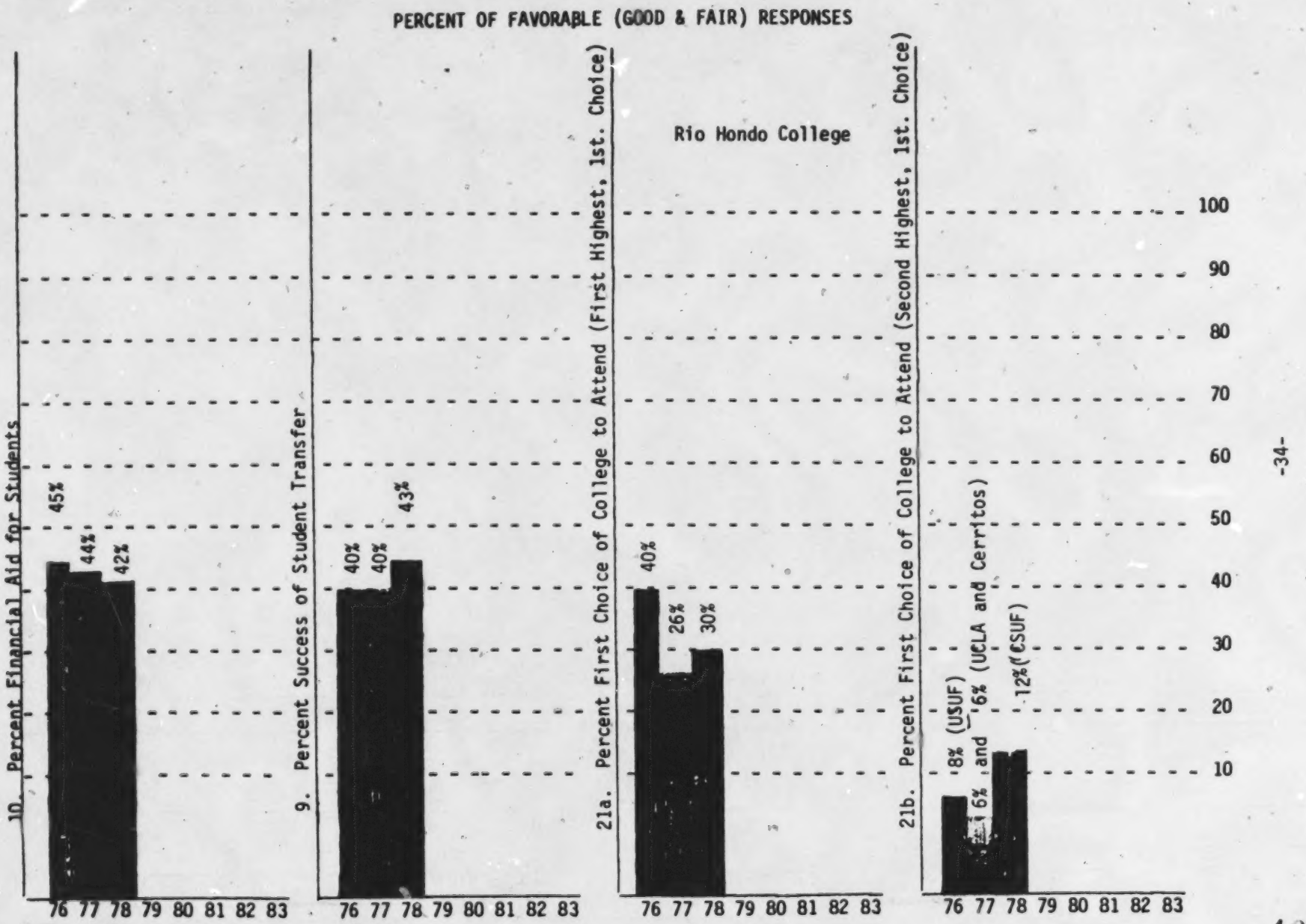


FIGURE II


PERCENT OF FAVORABLE (GOOD & FAIR) RESPONSES
Rio Hondo College
10. Percent Financial Aid for Students
45%
44%
42%
9. Percent Success of Student Transfer
40%
40%
43%
21a. Percent First Choice of College to Attend (First Highest, 1st. Choice)
40%
26%
30%
21b. Percent First Choice of College to Attend (Second Highest, 1st. Choice)
8% (USUF)
6% (UCLA and Cerritos)
12% (CSUF)
100
90
80
70
60
50
40
30
20
10
76 77 78 79 80 81 82 83

ADDITIONAL COMMENTS FROM QUESTION 18

A. Good program or other positive comments.
   1. Nursing and art classes good and close to home.
   2. I am a student there now. It's an advantage to start early.
   3. I like the campus
   4. Seems to have a good academic program. I haven't explored it yet.

B. Limited value, or wait and see.
   1. I am attending now. Hope to find out what I want to do.
   2. Good place for someone who desn't know what they want to do.
   3. Seems okay. Costs nothing. I'm not really informed about it.
   4. If all else fails, I will probably, go to Rio.
   5. I would only go there to play sports, save money by staying home and decide my future while at Rio.

C. Complaints about programs or services.
   1. Why bother with this when people doing it don't know anything about Rio.
   2. It's a dead school like Sierra. I want to go where something is happening.
   3. I am taking English 1A presently...it's a joke.
   4. I don't care too much about Rio, it's another Sierra.

D. Not academically acceptable.
   1. Choice of classes is too limited.
   2. Never considered Rio because of how easy it is to get in and most importantly the caliber of the students there.
   3. I would not go to Rio.
   4. Cerritos is better.
   5. No academics, but my experience is limited.
   6. Bunch of crap. From People I've talked to, you don't learn anything.
   7. Teachers are biased against Rio..."you're <u>just</u> going to Rio?"

E. Limited social life at Rio
   1. College should be going away from home.
   2. Social life not like college.

F. Don't know, need information
   1. I have very little knowledge but it is more like a high school.
   2. Don't know much about Rio.
   3. More information needed on what classes to take.
   4. I don't know much about Rio.
   5. I don't know enough about the school to answer these questions

G. Other comments.
   1. Wish they had a bus.
   2. I'm not ready for a big university.

UNIVERSITY OF CALIF.
LOS ANGELES

AUG 3 1 1979

CLEARINGHOUSE FOR
JUNIOR COLLEGES